

What is Claimed is:

1. A primer comprising:

(a) a maleated thermoplastic elastomer;

(b) a non-halogenated polyolefin; and

5 (c) a resin.

-2. The primer of claim 1 comprising a crosslinking agent.

-3. The primer of claim 2 wherein the crosslinking agent is 2,4-bis(trichloromethyl)-6-4'-methoxyphenyl-sym-triazine.

-4. The primer of claim 1 comprising an epoxy.

5. The primer of claim 1 wherein the maleated thermoplastic elastomer is a maleated rubber.

6. The primer of claim 5 wherein the rubber is a block copolymer.

7. The primer of claim 6 wherein the block copolymer is a styrene-block-ethylene-co-
20 butene-block-styrene block copolymer.

8. The primer of claim 1 wherein the non-halogenated polyolefin comprises a material selected from polyhexene, polyoctene, or combinations thereof.

25 9. The primer of claim 1 wherein the resin is a hydrogenated hydrocarbon resin.

10. The primer of claim 1 comprising fumed amorphous silica.

11. The primer of claim 1 comprising trimethylolpropane triacrylate.

5 12. A tape comprising:

- (a) a substrate;
- (b) a primer coated on at least one surface of the substrate, the primer comprising a maleated rubber, a non-halogenated polyolefin and a resin; and
- (c) a pressure sensitive adhesive coated on the primer.

10 13. The tape of claim 12 wherein the primer comprises a crosslinking agent.

14. The tape of claim 12 wherein the primer comprises an epoxy.

15 15. The tape of claim 12 wherein the polyolefin is selected from polyhexene, polyoctene, or combinations thereof.

16. The tape of claim 13 wherein the crosslinking agent is 2,4-bis(trichloromethyl)-6-4'-methoxyphenyl-sym-triazine.

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17. The tape of claim 12 wherein the pressure sensitive adhesive is a poly- α -olefin pressure sensitive adhesive.

25 18. The tape of claim 17 wherein the poly- α -olefin pressure sensitive adhesive is crosslinked.

19. The tape of claim 12 wherein the substrate is a saturated paper.

20. The tape of claim 12 wherein the substrate is a polymer film.

5 21. The tape of claim 12 wherein the substrate comprises a material selected from polyesters, polyolefins, papers, foils, polyacrylates, polyurethanes, perfluoropolymers, polycarbonates, ethylene vinyl acetates, vinyl, fabrics, foam, polymer coated papers, retroreflective sheeting and combinations thereof.

10 22. The tape of claim 20 wherein the polymer film comprises polyethylene terephthalate.